

B1 -- The Applicant claims the benefit of the prior filed, but copending U.S. Application No. 09/437,667 filed November 10, 1999. --

IN THE CLAIMS:

Please amend claims 145 and 47 as set forth below in clean form. Additionally, in accordance with 37 CFR 1.121(c)(1)(ii), the amended claim(s) are set forth in a marked-up version in the page(s) attached to this Amendment. For the convenience of the Examiner, all the remaining claims are reiterated below.

B2 45. (amended) A method of releasably attaching predetermined indicia to an insulating cooler device having an insulating cooler and at least a pair of interchangeable structural members for said cooler, comprising the steps of:

providing a structural member sized and dimensioned in a manner that is structurally compatible with a body of an insulating cooler and having the predetermined indicia thereon;

applying a releasable affixation device to said structural member; and

releasably affixing said structural member to a planar portion of said insulating cooler using said releasable affixation device, whereupon said affixing step includes a step of non-destructively exchanging one structural member having a first predetermined indicia for another structural member having